

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



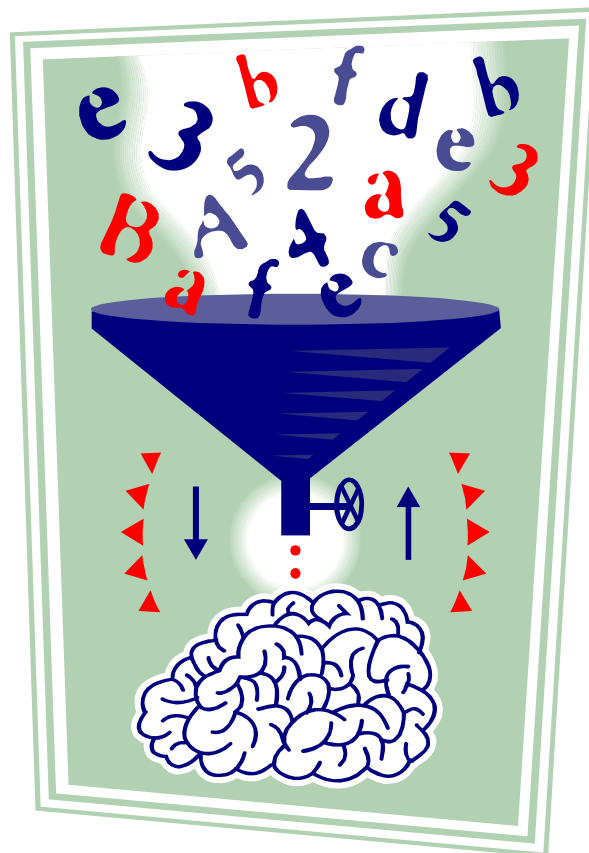
## Part 3 Analysis & Recommendations DII McCone County

Version 1  
August 2013

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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Alcohol-related crash injuries, overall and for each of the 5 years for McCone County is significantly lower than that of the state. Unfortunately, alcohol-related fatalities for two of the five years placed McCone County much higher than that of the state overall (45.83/100,000 compared to 8.6/100,000). Based on the data from the past 5 years, McCone County's problems related to motor vehicle crashes is about the same to slightly larger than that of the State's.*

*The impact of several high school students dying in alcohol-related crashes was very significant – but demonstrated the role that alcohol plays in this community. Several youth drove to the place of the crash and drank in memory of the deceased.*

### Underage Drinking and Driving

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#### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Underage drinking and driving in McCone County is a much larger problem than that of the state (14.9% versus 9.3% respectively). McCone County students consistently, year-by-year and grade-by-grade, drove a vehicle when they had been drinking – at rates much higher than the state average.*

## High School Students Riding in Car Driving by Someone Who Has Been Drinking

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*For the last two administrations of the Montana Prevention Needs Assessment (PNA), the percentage of McCone County students that have ridden in a vehicle driven by someone who has been drinking has occurred much more frequently (37.2%) than that of the state as a whole (25.3%). When local interviews were conducted, many respondents supported that data, stating they figured the person driving was less intoxicated than them. Others expressed, the dangers of youth drinking and driving on the county's rural, gravel roads. Again, the problems surrounding this issue are bigger in McCone than across the state.*

## Final Consequence Question

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### **QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

*This behavior is well known among local adults and law enforcement. There are known rural locations along gravel road that youth frequent to drink – and of course driving is required to get there and home again. Much of the problem stems from the perceived apathy by adults towards minors drinking and driving. Some felt it was the responsibility of law enforcement to address this ongoing issue – but as public servants, law enforcement tends to follow the lead of its citizens when it comes to prioritizing the crimes they focus on.*

*The impacts locally have been significant. There have been four deaths as a result of drinking and driving over the past three years – yet it occurs on a “daily basis” according to some people interviewed. The impacts are very significant. As behaviors have not changed as a result or in response to these tragic deaths, the message to those most impressionable continues to be “underage drinking and drinking and driving are acceptable.” Many talked about how minors felt invincible, and that while they had lost several peers – it would never happen to them. Families have been devastated – yet the behavior continues.*

## CONSUMPTION – PART 3

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

### Underage Binge Drinking

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#### **QUESTION 5 Underage Binge Drinking**

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*McCone County students (24.7%) reported higher incidences of binge drinking in the past two weeks as opposed to the state (21.7%). Local data indicates that the problem is even bigger than what the PNA results show.*

### Adult Binge Drinking

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#### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*McCone County does not keep record of this information, but local interviews suggest that the problem is larger than across Montana, as many adults perceive it as normal to have more than 5 drinks in one sitting, especially at community events where alcohol is sold or served.*

### Underage Drinking (30 Day Use for Alcohol)

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*When review the data, it appears that 30-day use of alcohol rates for youth from McCone County are very similar to that of the state as a whole (34% versus 35.1% respectively). Therefore the problem is the same.*

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*McCone County youth appear to use prescription drugs at a higher rate (4.8%) than their state peers (3.5%). Historically, this has been the case; in 2010 McCone County youth abused prescription drugs at a rate of 5.4% versus the State abuse rate of 4%. It seems as if the results are very similar in McCone County as the rest of Montana.*

## **Final Consumption Question**

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### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

*The impacts of underage drinking, binge drinking and prescription drug abuse will take a toll of the younger generations that play witness to the public intoxication and tolerance of these behaviors that take place. It was reported time and again, that weddings and brandings provided the most access to alcohol for youth and for poor alcohol consumption role-modeling. There are few places to congregate other than establishments that serve alcohol – so youth, from a young age, grow up thinking these alcohol-related behaviors are normal. It is also common knowledge among the community that youth hold house parties on a regular basis, and that binge drinking is a big part of those parties.*

*Binge drinking has been going on for decades and not all adults are opposed to minors binge drinking. Several indicated that binge drinking in general (adults and minors) is not taken seriously and that laws are not enforced consistently. There is the opinion that a person may not be charged, if they knew the right people. Also, public binge drinking is poor role modeling for the youth and it is not uncommon for someone to get so drunk, that the individual has to be carried out of a bar– to be left in their own car until ready to drive home. The adult binge drinking problem in McCone County is much bigger than the state as a whole.*

*Local concerns related to prescription drug abuse focused on adults – doctor shopping, going to the emergency room with “new pain maladies” directed at getting pain meds, and sharing of prescriptions. Many speculations point to more people in McCone County share prescription drugs as there is not a local pharmacy and that medications require a distant drive or mail-order to obtain. It appears that education for providers and adults is direly needed.*

## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Both local and state data indicate that McCone County youths' perception of parental disapproval is lower (75.9%) than that of the state (81.8%). Local qualitative data suggests that the parental disapproval rate is even lower than the data shows. Therefore, the problem is greater in McCone County, as less parents are perceived to disapprove of youth alcohol use.*

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*In comparing McCone County data to State data, it appears that McCone County youth disapprove of alcohol and drug use at a lower rate (60.3%) than their State peers (66.7%), meaning that more youth see alcohol and drug use as acceptable. Local informants indicated that youth, more so than not, approve of their peers consuming alcohol. They are less favorable towards prescription drug use by their peers. The problem appears to be larger in McCone County.*

### **Perceived Risk/Harm of Use**

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#### **QUESTION 12 Perceived Risk/Harm of Use**

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Based on the overall rate, a higher percentage of Montana students believe it is wrong to drink alcohol (71.6%), than students from McCone County (61%). Although for 2010 and 2012 a higher percentage of McCone County 8<sup>th</sup> grade students believed it is wrong to drink (84.6% and 77.4% respectively) compared to the state (77.3% and 76.9% respectively). Another important piece of data is that only 64.1% of McCone County underage youth find it harmful to binge*



*drink, compared to 76% of the peers across the State. Unfortunately the general opinion of the McCone community is that there is not much risk or harm when drinking alcohol. Overall, McCone County appears to have a larger problem in all of these areas than their peers across the state.*

## **Family Communication around Alcohol/Drug Use**

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### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*According to the Montana Prevention Needs Assessment, 60% of McCone County youth report talking to their parents about the dangers of drug and alcohol use, which is very similar to the 61% of other youth in Montana who report talking to their parents. The problem appears to be the same. It is still concerning that there are about 40% of youth who do not talk to their parents about the dangers of drug and alcohol use or abuse.*

## **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*McCone County reports a substantially low percentage, 2.4% of students, who believe that alcohol is causing problems in areas related to financial, legal, emotional, etc. This compares to the State average of 8.9% students that hold this belief. There appears to be a disconnect between any of these problems, and how alcohol may be causing them. The problem is larger in McCone County.*

## **Final Risk Factors Question**

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### **QUESTION 15**

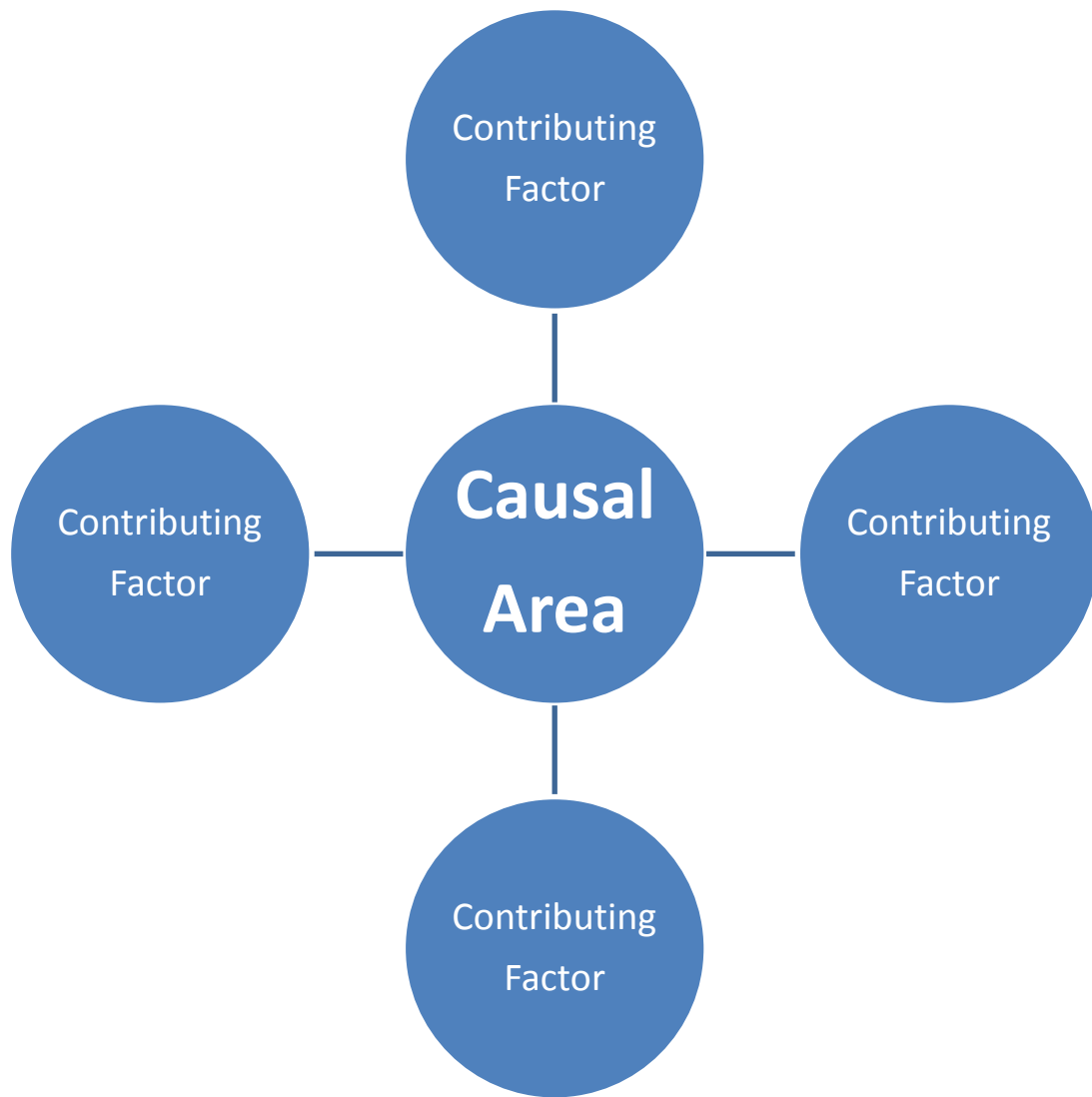
Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

*Disapproval by parents and peers is low; a sense of risk of harm is low, and many parents feel that chaperoning underage alcohol parties is the responsible thing to do in order to minimize the harm that can occur if minors are left to drink and party on their own accord. While there are parents and youth that do not condone underage drinking, it is those that tolerate and condone underage drinking that are the most vocal – defining the “norm” for everyone. And unfortunately, it is those that attempt to enforce the policies and laws that exist in McCone County.*

*Several informants that work closely with the students from McCone County have witnessed an increase in youth conversations that focus on alcohol and the number of parties being attended that involve alcohol. All of the informants felt that if parents are talking to their children about the dangers of alcohol and drug use – that it is not occurring frequently and or adequately addressing the issue. Many parents reportedly attempt to “minimize” the dangers surrounding underage alcohol use, by supplying it in their home under their supervision. Others have reported that the MCA, “allowing parents to provide non-intoxicating amounts of alcohol to their minor child”, is often used as a defense.*

*And with the low percentage of students who do not see the correlation between financial, legal and emotional problems, it can be especially troublesome to this community, with the many alcohol-related crashes they have had in the past five years. Each of these problems illustrate that these problems are bigger in McCone County than the State of Montana.*

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## RETAIL AVAILABILITY – PART 3

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### Compliance Checks

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on local data, does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

*The checks are so infrequent, and the details of those checks not complete that it is impossible to know whether or not the failure percent is rising or staying the same.*

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

*Without regular compliance checks, merchants become complacent in their practices that focus on over-serving and underage access to alcohol. McCone County is very remote, and making a living in an industry that is very regulated can be challenging for small operations. There is also a lack of law enforcement to complete the compliance checks, which leads to less presence. When there is less law enforcement presence in these smaller communities, it leads to the idea that one may not get caught drinking and driving if they choose that method to get home from an alcohol establishment.*

## Alcohol Seller/Server Training

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### **QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in local data. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

*It appears that training attendance began slowly in 2011, and jumped before the mandatory training law went into effect in 2012. While the number of trainings has increased, the number of participants have decreased. There is a lower rate of turnover in this small community, which can lead to lower attendance at trainings since certifications are good for three years. There has been an increase in training from the mandatory law, however this does not seem to have had an effect on decreasing the local binge drinking, underage drinking and drinking and driving.*

### **QUESTION 19 Alcohol Merchant Retail Sales Training**

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

*McCone County holds regular alcohol server trainings.*

## Retail Availability Questions

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### **QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

*While a large portion of the alcohol servers in McCone County have been trained, without any compliance checks it is difficult to say what impact the training sessions have made. Especially since the majority of the local interviews clearly indicated that over-service is the norm in the bars.*

**QUESTION 21**

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact										Major impact	
0	1	2	3	4	5	6	7	X8	9	10	

*The lack of compliance checks and the opinions gathered from interviews make it apparent that retail availability is an area of ongoing concern. With bars stretched across the county, no public transportation, many miles of rural roads, and a cultural norm that encourages binge drinking and drinking and driving – all are having a large impact in McCone County.*

**CRIMINAL JUSTICE – PART 3**

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**QUESTION 22 Conviction Rates**

Based on local data, discuss the impact the conviction rate may be having on your community.

*It appears that the Minor in Possession (MIP) conviction rate, 84% after subtracting the "no disposition so far", would act as a deterrent for underage drinkers – at least when law enforcement officers were around. As for the Driving Under the Influence (DUI) tickets, only one filing was found guilty. This is an incredibly low rate of convictions for DUIs. Insight provided by key informants detailed that most community members know that at a certain time every night, there is no Law Enforcement on patrol due to lack of resources. Of the other alcohol-related crimes, 12 of the 16 filings were dismissed, which sends the message that if one is caught breaking the law, they will not be fully punished and held accountable. The very low conviction rates seem to be contributing to the local problems around drinking and driving, underage drinking and binge drinking.*

**QUESTION 23**

Based on local data, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

*While there were very few controlled substance-related crimes filed, the rates of conviction between all other crimes is fairly similar. Of the DUI's written, many of them are dismissed or plead down, as mentioned above in Question 22.*

## Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

### QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

*Local law enforcement is frustrated with the number of citations for alcohol-related crimes that are dismissed, including those from local alcohol ordinances. It is felt that it may be a waste of their time and resources to write a ticket, because many of the charges are dismissed or pled down, which does not act as an effective deterrent. They are short-staffed and have a relatively large region to patrol, and the cultural acceptance of underage drinking and drinking and driving have been around for as long as anyone can remember. Community members hesitate to report underage drinking, and community support for more enforcement and more prosecution is minimal.*

### QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

*Again, there is not much sense to write local alcohol-related ordinance tickets, as they will not be prosecuted. That would include open container laws and public intoxication. Also, it appears that the DUI filings are few and far between.*

## Use of Local Ordinances

### QUESTION 26 Use of Local Ordinances

Based on local data, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

*Local law enforcement does not see the local ordinances as effective tools, as none of their filings are prosecuted. It appears that many of the local ordinance citations have been dismissed in the past. The “noise, nuisance, public disturbances, public intoxication” are enforced depending on who you are, according to several people interviewed.*

#### **QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

*With the lack of prosecution, there is little to be gained by adopting new ordinances.*

### **Other Local Data: Criminal Justice**

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

### **Criminal Justice Questions**

#### **QUESTION 28**

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

*While the local criminal justice system is not intentionally contributing to binge drinking and its consequences, the inconsistent prosecution of alcohol-related offenses leads to apathy not only among the officers, but to the community as well. Popularity is more important than principle. It is a sad message for the generations coming up, as even with local tragedies related to*



*alcohol, those that want to speak out against the acceptability of alcohol-related crime, are ostracized.*

#### **QUESTION 29**

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact										Major impact	
0	1	2	3	4	5	6	7	8	<b>X9</b>	10	

*The McCone County criminal justice system has allowed its constituency to define how alcohol-related offenses will be managed, therefore the concern is very high.*

### **SOCIAL AVAILABILITY – PART 3**

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

#### **QUESTION 30 Prevention Needs Assessment**

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*McCone County students believe they are less likely to be caught by the police for drinking alcohol than their statewide counterparts (21.4% versus 26.2% respectively). It appears that perception of being caught by Law Enforcement is a larger problem in McCone County than the State. As for being caught by their parents for the same behavior, McCone County student rates are very similar to that of the state as a whole (both 52.1%).*

### **Social Availability Questions**

#### **QUESTION 31**

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social

availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

*The concerns are many. Public opinion surveys indicated that social availability was by far the biggest contributor to underage drinking and underage drinking and driving. House parties were reported as the number one source of alcohol for minors. Those that graduate from high school and stay in the area (over 21) provide the houses for the parties and are able to purchase the alcohol. Also, there are others that return after turning 21, but still know minors in high school and are often persuaded to “party” with the minors and supply the alcohol. It is a tough position for these young adults – where peer-pressure often trumps common sense.*

*Another area of concern is special events and weddings. Alcohol is “way too easy to access” during these public gatherings. The majority of these event’s social component is drinking, and minors’ binge drinking during these events is not always behind closed doors, but out in public.*

*Binge drinking and drinking and driving is simply the cultural norm. It happens on a regular basis, and many cannot see the harm in it. Law enforcement has tried to step in and enforce the laws, only to be seen as the “bad guy” for trying to hold people accountable for breaking the law. All of this lends itself to increase of binge drinking and drinking and driving.*

### QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an “X” on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	<b>X10</b>	

*Binge drinking, then drinking and driving are the norm. It is the social activity of choice, and it has been going on for generations. While there are few to no consequences for this behavior, it continues to take place in the community and seen as acceptable. Most locals interviewed described social availability as the largest contributor to underage drinking, underage binge drinking, and drinking and driving.*

### PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

## Advertising

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### QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

*Of the 7 alcohol establishment buildings – all of which had signage – there were a total of 21 alcohol banners/signs. There are no billboards. While only 2 local community events are sponsored by alcohol distributors, most of the other events place a lot of focus on alcohol. The closest paper with bi-weekly publishing is the Glendive Ranger-Review. Glendive is 50 miles from Circle, and 77% of the alcohol advertisements promote alcohol “events”. These slightly distant events can have an impact on the amount of drinking and driving – as folks often think nothing of driving 50 miles each way for a community special event. It is excessive if there is a disparity between the promotions of alcohol-friendly events as opposed to the promotion of family-oriented events; which was not measured.*

### QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

*As mentioned, binge drinking and drinking and driving naturally occurs as the majority of the events include alcohol; community members must drive to and from the event as public transportation does not exist. The purpose behind the promotion of these events is to generate high attendance, which can result in higher rates of alcohol-related behaviors and alcohol-related crime.*

### QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being

portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

*Alcohol is being portrayed as fun, as the local standard for special events, and as more fun when consumed in larger quantities. These messages impact how the youth view alcohol and how it is to be consumed. As these behaviors are being promoted at alcohol establishments – binge drinking and drinking and driving are part of the natural consequences. Many local informants also felt that social media and network television promote beer and liquor in ways that are fun and entertaining for youth – and probably have more of an influence on the students than the other forms of local promotion.*

## Promotion Questions

### QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

*The promotion of alcohol can range from special events including alcohol to the promotion of happy hour and 2-for-1 drinks or buckets of beer. Again, as these behaviors are being promoted at alcohol establishments – binge drinking and driving and driving are naturally part of the consequences, and the concerns around promoting alcohol in this fashion is the potential for loss of life, injury, family and/or domestic abuse, and others negative repercussions.*

### QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	X7	8	9	10	

*This was ranked lower as the majority of the participants interviewed felt it did not have as large of an impact on underage binge drinking and drinking and driving as other causal areas. However, it did have an impact on adult binge drinking and drinking and driving.*

## SCHOOL POLICIES – PART 3

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### QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

*It appears that policies surrounding alcohol and drug usage are inconsistently enforced, as parents are fine with the policies until their child is involved. It also appears that adults are providing a poor example when allowed to chew tobacco in school facilities, and when no one is being caught when chew is found in school sinks on a daily basis.*

*This approach can lead to youth believing that policies serve no purpose when they are not enforced; which can give the perception of tolerance and/or accepting of those practices.*

*On a positive note, it is important to mention that school dances require alcohol breath tests before admission to the dance.*

### QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

**X7**

8

9

10

Major impact

*Youth are impressionable and need to know limits exist and that when those limits are crossed there are consequences. These are not only good lessons for their time as a student, but life-long lessons as well.*

## MEDICAL FIELD INFORMATION – PART 3

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### QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

*Many felt the prescription drug problem was small compared to alcohol; however, there are individuals that are abusing prescription drugs. These individuals rely on local providers to prescribe more than usual, and fill prescriptions through the hospital, as there is no local pharmacy. Use of the Montana Prescription Drug Registry (MPDR) is most often used by the hospital pharmacy technician, but others are not as diligent at making entries. From the information gathered, most felt that additional education related to the prescription drug abuse and the MPDR would be beneficial, as well as drug take-back events, and a drug drop box.*

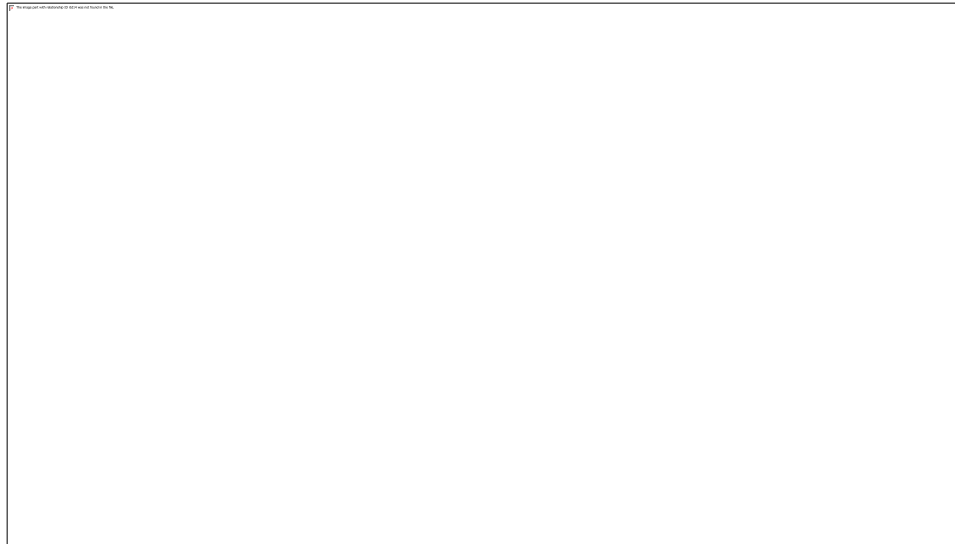
### QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	X3	4	5	6	7	8	9	10	

*This causal area was ranked as a 3, simply due to alcohol being a greater factor in the community. However, it could benefit from education on consistently using the Montana Prescription Drug Registry and suspicions of filling narcotic prescriptions early.*

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
8	3	Retail Availability
9	2	Criminal Justice
10	1	Social Availability
7	4	Promotion
7	5	School Policies
3	6	Medical Field



**QUESTION 42**

Provide the rationale for your rankings of the causal factors.

*#1: Social availability is ranked as the highest priority for McCone County based on the acceptability of alcohol during local special events. Very few gatherings (weddings, county fairs, fishing derbies, brandings, etc.) do not involve alcohol. A few felt that the acceptance and tolerance of binge drinking and drinking and driving contributes to the problem. Parents and other adults have role-modeled these behaviors as they too, perhaps, do not understand the impact their behaviors have on local youth.*

*#2: Criminal Justice ranked second, as there definitely is a lack of incentive to prosecute many alcohol-related crimes. Inconsistent enforcement sends messages to both adults and minors that they will get away with breaking the law on alcohol and drug-related crimes. Furthermore, compliance checks and other forms of deterrents for underage drinking, binge drinking and drinking and driving are lacking. There simply is not much organization around these issues.*

*#3: Retail Availability ranked third as more work can be done with local retailers to better insure that employees are properly trained through an alcohol server training, and that the public knows they have been trained. Again, training without compliance checks dilutes the messages being delivered during those trainings regarding checking for identifications to prevent underage sales or secondary selling.*

*#4: School Policies ranked fourth, as there is some inconsistency when enforcing the policy. The school does have a complete policy that covers alcohol, tobacco and other drug use, as well as huffing. However, in learning that there is tobacco use that occurs on a regular basis on school grounds, and some of the other alcohol use that occurs among school athletes, it appears that work can be done to help enforce the school policy.*

*#5: Promotion is ranked lower, due to it not having quite as significant of an effect on the underage drinking rates as the other causal factors. While there is some alcohol signage in the McCone County, it is not excessive.*

*#6: Medical Field is ranked low, as there is not much data available about illegal prescription drug use. There is some concern among some of the local people that there is a problem with prescription drug abuse, but not enough is being done to prevent it.*

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Prevention Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### Final Needs Assessment Question

#### QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

*More education and work needs to be done with parents, alcohol retailers, event planners, and law enforcement to identify strategies to minimize youth access to alcohol during public events. McCone County event planners could also benefit from developing strategies that discourage off-age peers from providing for those underage, and to work on ways to minimize binge drinking during public events attended by minors. Also, more efforts need to be made to insure that alcohol servers for these special events are required to complete responsible alcohol server training. Several informants mentioned that several years ago, following special events, transportation home was provided and that many took advantage of those rides. Perhaps that needs to be revisited.*

*Until community support for enforcing alcohol-related crimes increases, enforcement and prosecution will not make those crimes a priority. It will take consistent conviction of those crimes in order for binge drinking and drinking and driving behaviors to change. A better working relationship needs to take place between all areas of the criminal justice system if these rates are to improve.*

*While prescription drug abuse is not yet of high concern, it was obvious that public education is important if it is to be kept from growing. Local medical providers need to be educated on the importance of using the Montana Prescription Drug Registry to prevent doctor shopping and prescription drug abuse, and to provide a consistent approach to better insure that they are not contributing to the problem. Prescription Drug take-back programs and drop boxes can be easily implemented to aid in preventing growing prescription drug abuse problem.*